



103.1

JACK fm

playing what we want

A NEW AND DIFFERENT FORMAT HAS ERUPTED!

103.1 JACK FM signed on along the Wasatch Front in January 2005. The Jack Format started in Canada and moved it's way to the U.S. where it is enjoying **HUGE** success. Simmons Media Group has taken the format to a whole new level by giving it a definitive Utah feel. Our music library contains upwards of 1,500 active songs, and will constantly be updated to keep the station sounding fresh.

JACK is radio's answer to the *I-Pod*. If you listen to **JACK** (and you can at www.1031JACK.fm) you may hear back-to-back songs that sound like musical "*train wrecks*". This is intentional and it is going to be tough for any of our competitors to react without alienating the core of their listening audience. **JACK** is going to take the audience from a lot of different stations. And based on the positive feedback we've been getting from both listeners and advertisers, **JACK** is on the right track!

JACK is locally owned and programmed. **JACK FM** is proud to be located here in Salt Lake City, Utah. This keeps the programming and format in touch with the Wasatch Front as opposed to being a corporate plan that is dictated by the share holders and not the listeners. **JACK** serves **OUR STREET**, not Wall Street!

103.1 JACK FM launched with a major television campaign the first week we signed on to the airwaves and will continue with heavy TV advertising throughout the year. This investment brings a multitude of listeners from the Wasatch Front to the station.

Simmons Media Group: 515 South 700 East, STE 1c, Salt Lake City, UT 84102 (801) 524-2600

playing what we want

U2 ZZ TOP PINK QUEEN R.E.M. EURHYTHMICS HUEY LEWIS SUPERTRAMP BRUCE SPRINGSTEEN THE BEATLES
THE BLACK CROWES BON JOVI DAVE MATHEWS ERIC CLAPTON VAN HALEN MADONNA DURAN DURAN
THE CURE AEROSMITH THE CARS SHERYL CROW THE POLICE TOM PETTY
LENNY KRAVITZ SMASHMOUTH THE EAGLES BRYAN ADAMS ABBA